



Press Release

For Immediate Release

Contact: Gregory R. Seitter
610.276.3205
Gregory.seitter@lls.org

AWARD WINNING JOURNALIST NAMED THE LEUKEMIA & LYMPHOMA SOCIETY'S RED & WHITE BALL MISSION HONOREE

Philadelphia, PA (January 16, 2019) – The Eastern Pennsylvania Chapter of The Leukemia & Lymphoma Society® (LLS) has announced Loriana Hernandez-Aldama, a cancer survivor and an award-winning journalist, as the 2019 Mission Honoree for the Six Annual Red & White Ball.

Hernandez-Aldama is an award winning journalist with more than 20 years of journalist experience, anchoring prime-time and morning news as well as reporting on a national and local level. Her incredible career has taken her across the country from CNN/CNN Headline News to California, followed by her most recent stops in Dallas and Austin, Texas.

In January 2014, Hernandez-Aldama was diagnosed with leukemia days before moving to Washington, DC. The cancer was detected by her fertility doctor who insisted on a precautionary blood test before a traditional embryo transfer. She quickly learned that she was dealing with acute myeloid leukemia (AML), an aggressive and fast-moving variant. Within days of her diagnosis, Hernandez-Aldama kissed her then two-year-old son Gabriel goodbye and then sent him to live with extended family in Atlanta while she was undergoing treatment.

Hernandez-Aldama boarded another plane and was soon taken to Johns Hopkins Hospital in Baltimore for chemotherapy treatment.

“I am truly honored to help give back to an organization that gave me so much during my own fight with cancer,” said Hernandez-Aldama. “I hope my personal story inspires others so we can have a greater impact on those affected by blood cancers.”

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Today Hernandez-Aldama is cancer free and doing great after receiving a life-saving bone marrow transplant. She is living in Chester County with her husband, Cesar, and their son, Gabriel.

LLS's annual black tie gala, the Red & White Ball, has become Philadelphia's premier social events of the year. In a course of five years, the Red & White Ball has raised over \$2.8 million for the LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of patients and their families.

The Sixth Annual Red & White Ball is planned for Saturday, March 23rd at the Philadelphia Marriott Downtown Hotel. The night includes a formal sit-down dinner, entertainment from one of Philadelphia's best bands, and incredible silent and live auctions.

Burlington Stores is serving as the Mission Sponsor. Suvoda is the Gala After Party Sponsor. Additional sponsors include Beautiful Blooms, Global Traveler, Mark F. Seltzer, Lehigh Valley Restaurant Group, Penn Medicine – Abramson Cancer Center, and Thomas Jefferson University Hospital – Sidney Kimmel Cancer Center.

Tickets are on sale now. \$400 per person. A Young Professionals ticket level is available. For more information about the Sixth Annual Red & White Ball, visit www.redwhiteballphilly.org.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brooke, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

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